



*V. Mathews County Community Plans:
Community Conditions, Opportunities, Policies and Strategies*

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Central Mathews

Community Overview

The Central Mathews Planning Area includes historic Mathews Court House (the County seat) and the residential communities of Moon and Diggs. The Court House area is the center of business and governmental activity for the County and contains multiple businesses, offices and public facilities (library, schools, court facilities and county administration. Central Mathews also includes the local area known as "Ward's Corner," which is located at the intersection of Buckley Hall Road and John Clayton Memorial Highway.

Residents of the County and of Central Mathews proudly proclaim that there are no stop lights in the County, not even in the County seat of Mathews. This serves as a testament to the easy-going ambiance and charming quality of life cherished by residents of the County.

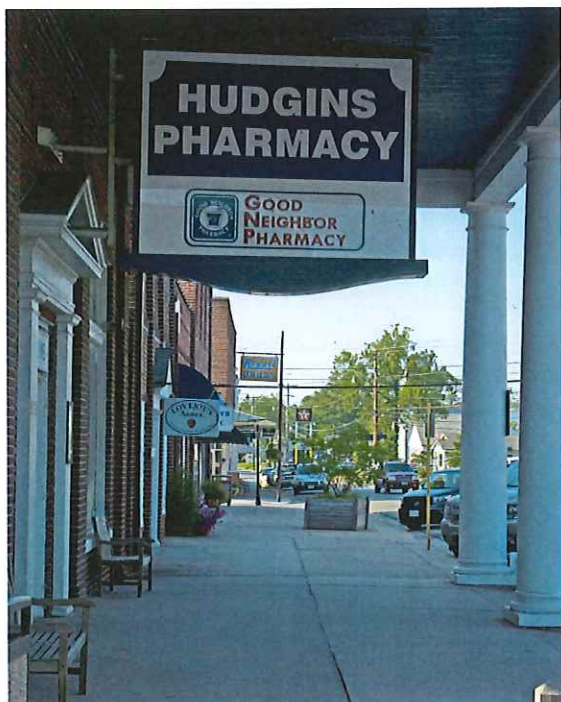
Mathews Historic Courthouse has a charming village character that boasts historic buildings, pedestrian-friendly environment, and quaint shopping and dining experiences. Many buildings on the historic Courthouse Green have been restored. Other buildings in the Courthouse area have been renovated through the efforts of public and private investors. Planning and visioning for Mathews and Main Street has progressed since 1995 (*Vision for Future Mathews Court House*), culminating in various plans in 2002 (*Mathews Action Plan*), 2004 (*Mathews Court House Transportation Plan*) and 2008 (*Mathews Court House - Historic Gateway to the Chesapeake - Transportation Enhancement Program Application*). As of 2016, construction is being scheduled for streetscape and building facade improvements to the downtown business district.



Main Street Mathews is welcoming to residents and tourists.



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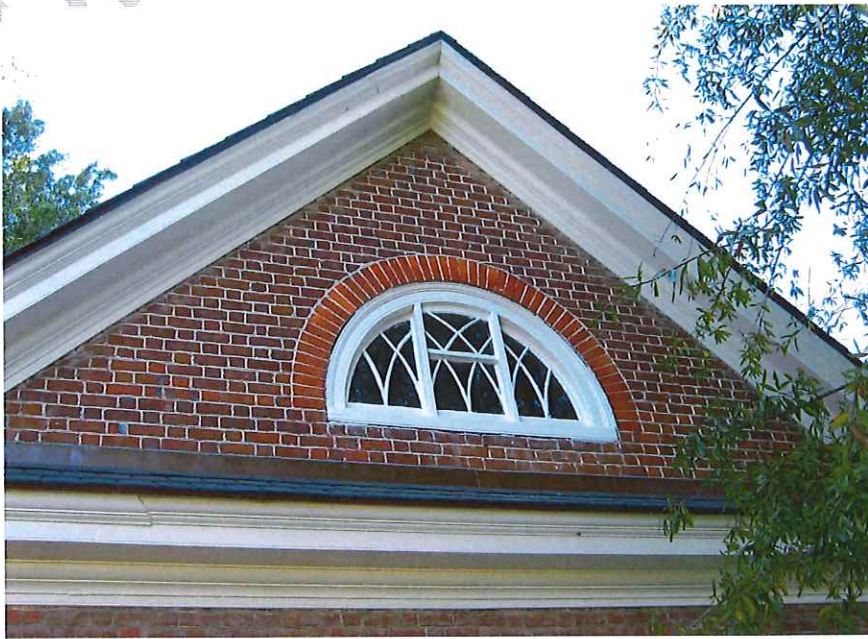


Main Street Hudgins Pharmacy



Main Street Richardson's, a local landmark

Restoration of the Historic Courthouse Buildings





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1995 Vision for Mathews Court House

Mathews Court House is a thriving village with bustling shops and restaurants; there is water access to the Court House and plenty of parking; a place where people enjoy coming on Saturday nights and Sunday afternoons for shopping, dining and entertainment; it is a pleasant and unique place to visit and shop and to enjoy historic walks and rural life; it is a model community for beauty and ecological sustainability; it has retained its pedestrian focus and charming, small-town atmosphere, with park benches, maintained the courthouse green, and preserved Courthouse building; it is the capstone of the County, depicting a sense of community pride for our environment and resources, and for educational opportunities for residents and visitors; it is free of crime and drugs and is a friendly place to shop and enjoy leisure time and a safe place to walk from building to building and visit local stores.

Mathews Court House has come alive with a central public water supply, street lighting, street furniture, landscaping, sidewalks, bike lanes, underground power lines and renovated historic buildings; the sewage treatment plant has been relocated and replaced with a park, recreational facilities and a dock at a navigable Put-In Creek.

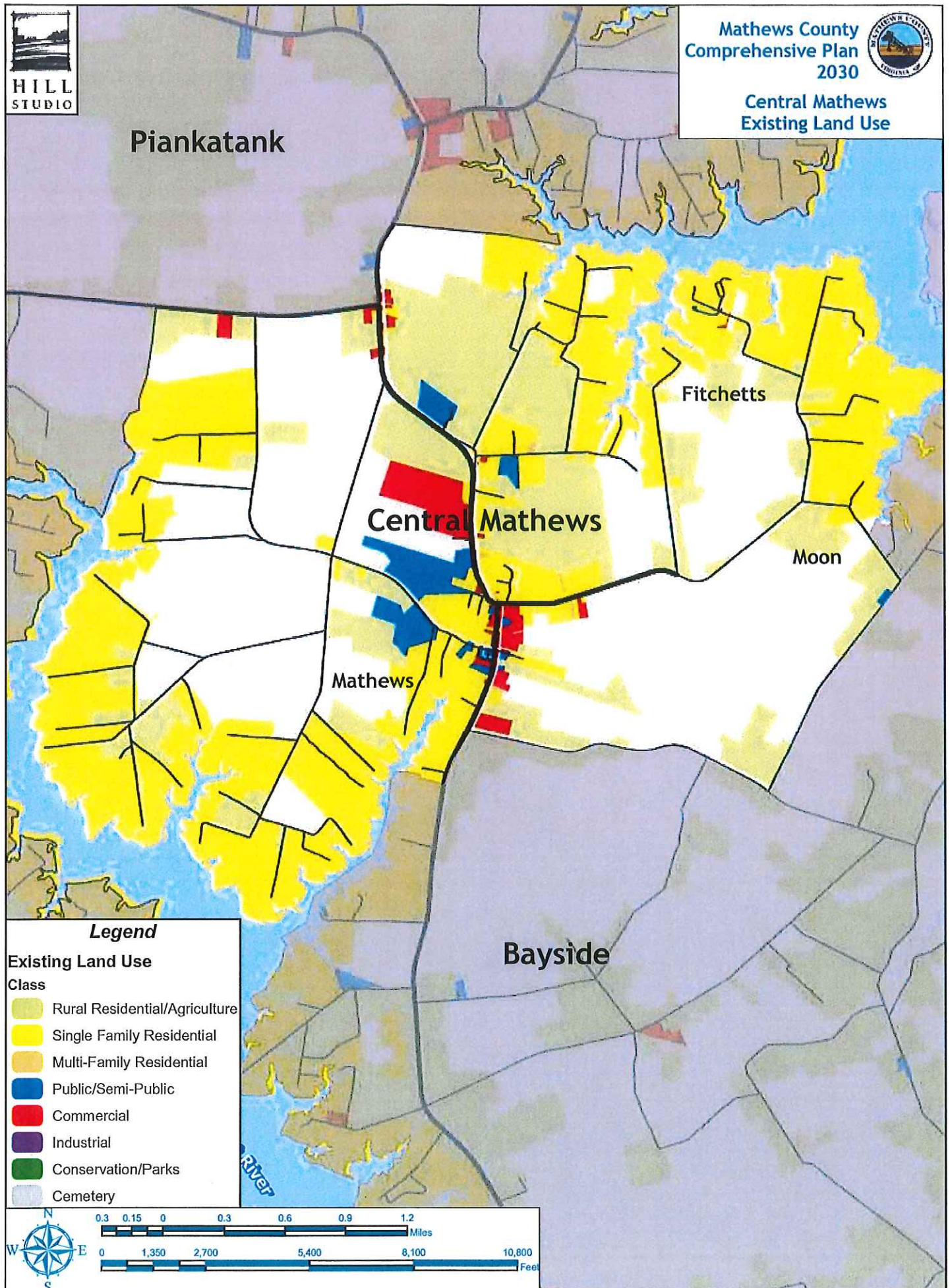
Mathews Court House has core stores for local needs, specialty stores and a thriving tourist trade, museum, cultural center and thriving arts community; it has regained its status as a significant stopping place for boaters with water access through Put-In Creek.

Mathews Court House has balanced population growth – retirees, young families, professionals and is a diverse, living community; it is a good place to grow up and encourage interaction with all ages; it has residences that are inhabited and well-tended.



The following maps provide a more detailed overview of the existing conditions and planned public infrastructure in Central Mathews:

- Existing Land Use
- Public Facilities
- Development Constraints
- Chesapeake Bay Preservation Areas

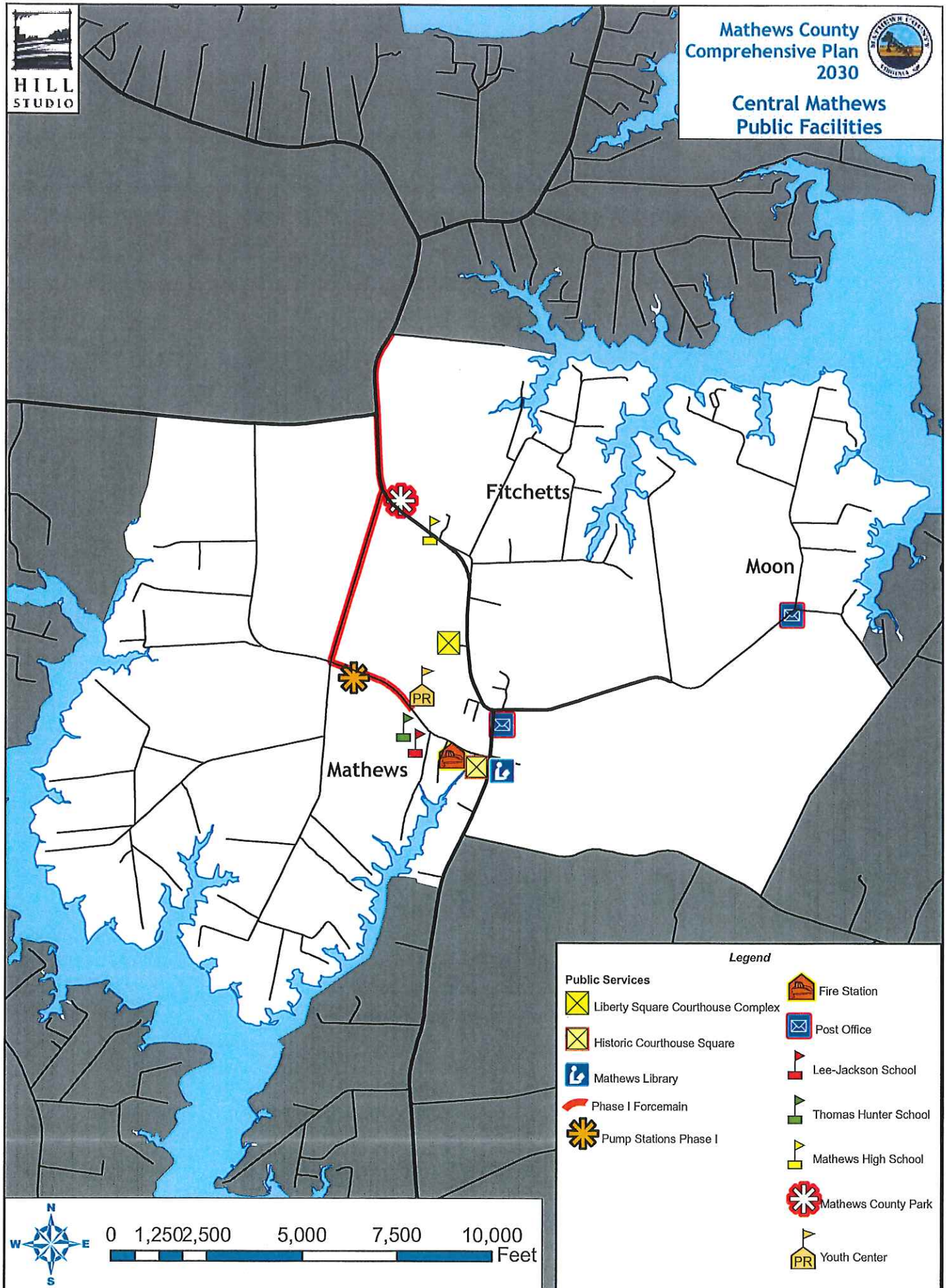




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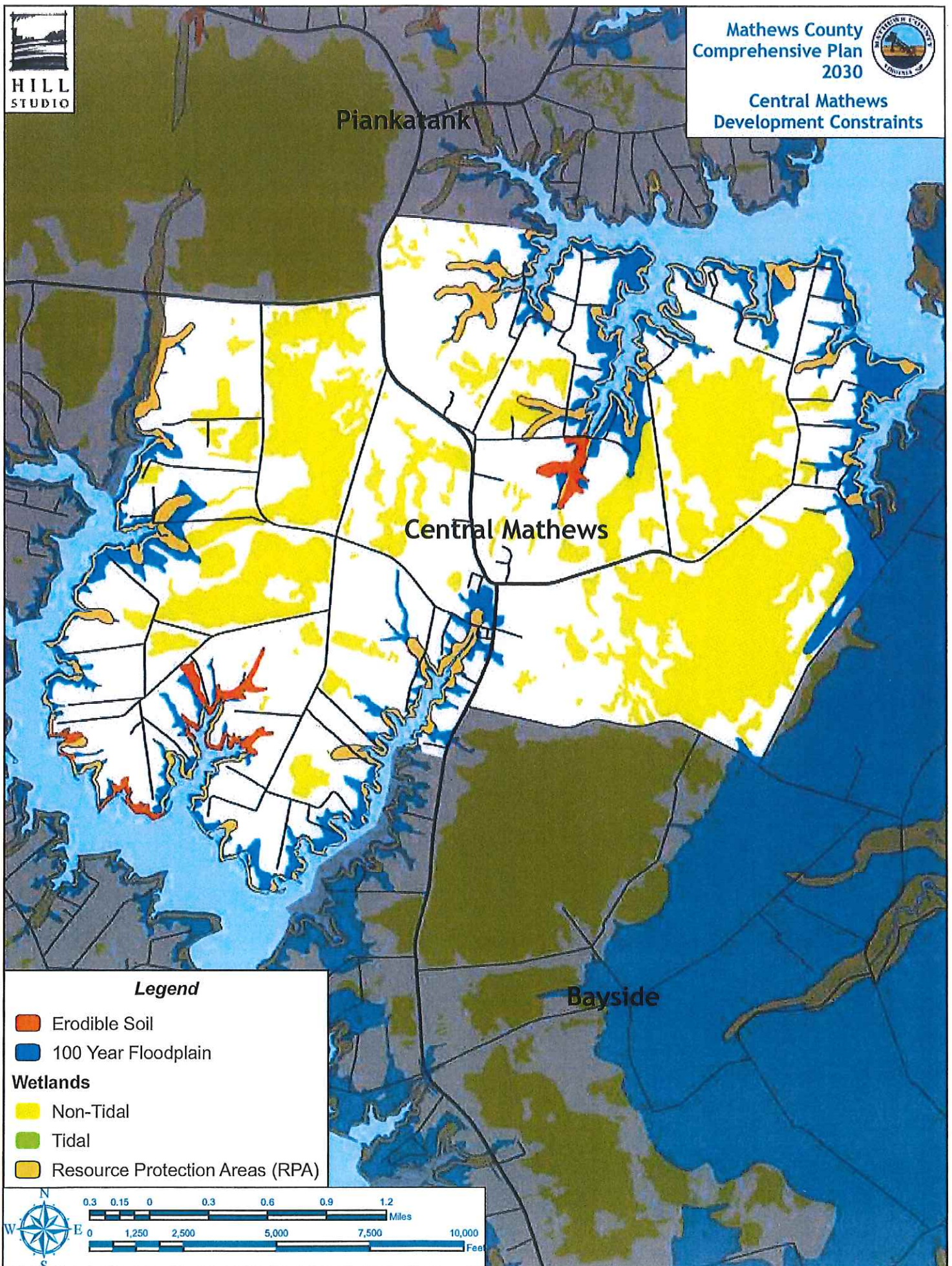


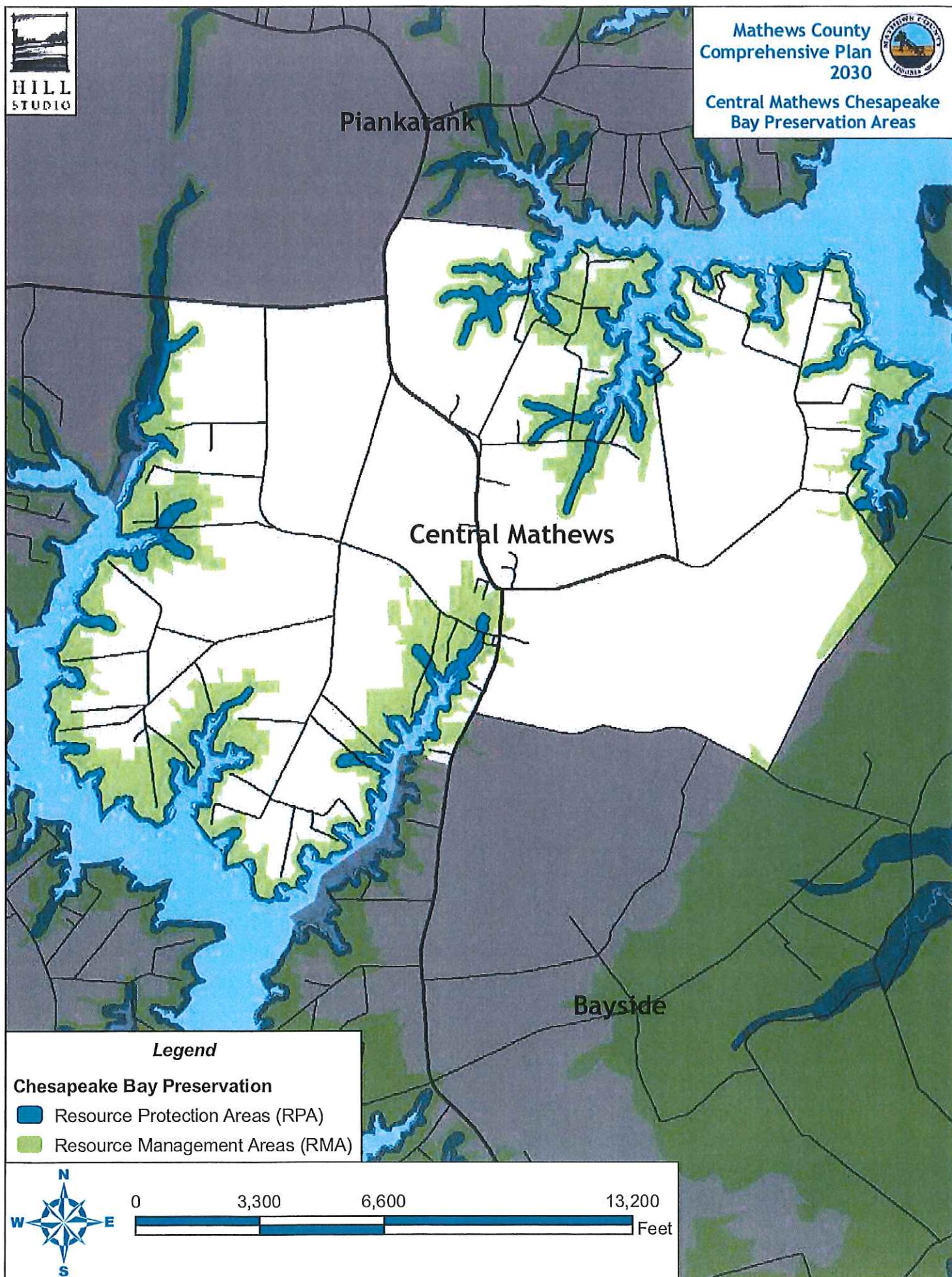
Central Mathews
Public Facilities





Central Mathews
Development Constraints







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Community Opportunities and Challenges

Over the next 10-20 years, some of the opportunities and challenges for the Central Mathews Planning Area include:

- Mathews Court House will continue as the growth center of the County due to its designation as the County seat and its existing development patterns. Additional improvements to the infrastructure in Mathews Court House will be needed, particularly with respect to water, waste treatment and transportation. Already, the wastewater treatment **has** closed and a new sanitary sewer transmission force main constructed which will extend from Mathews Court House to Gloucester County. A water supply feasibility study has been discussed and a regional water supply plan should be completed by 2010. Also, transportation improvements are planned for Main Street to address stormwater drainage, parking, sidewalks and landscaping.
- With the closing of the wastewater treatment plant, the transformation of the property adjacent to Put-In Creek offers an opportunity for added recreational space in downtown Mathews. This can complement the existing Town Point Landing at Put-In Creek and extend the opportunities to downtown. Trails could link the three schools and the new courts facility to Mathews. Given the interest in tourism, the planned development could include provisions for water access and an outdoor gathering space.



- Residential development opportunities in and around Mathews Village can provide expanded housing for young professionals and seniors. Locating alternative housing types in Mathews allows a more dense development pattern and links residents with nearby supporting facilities within easy walking distance.



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- Central Mathews has a tremendous heritage that is not well documented by historic survey. While the Courthouse Green is on the National Register of Historic Places, there are additional areas of Mathews (and the County) that should be inventoried for the purposes of preservation and future planning. Federal and State historic district designation could help rehabilitate existing buildings by offering historic tax credits to property owners; local historic district designation (and zoning protection) could help guide rehabilitation of buildings and encourage complementary new development.
- Development along the road corridors leading into historic Mathews Court House needs to be carefully planned and managed in order to maintain the attractiveness and character of the County. A corridor overlay district with adopted design standards could potentially guide the development patterns of new development.

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Central Mathews Future Land Use

The future land use map for the Central Mathews Planning Area is shown in greater detail on the following page. The recommended future land use categories are discussed in the preceding land use section of this plan; for the purposes of this section they are summarized below:

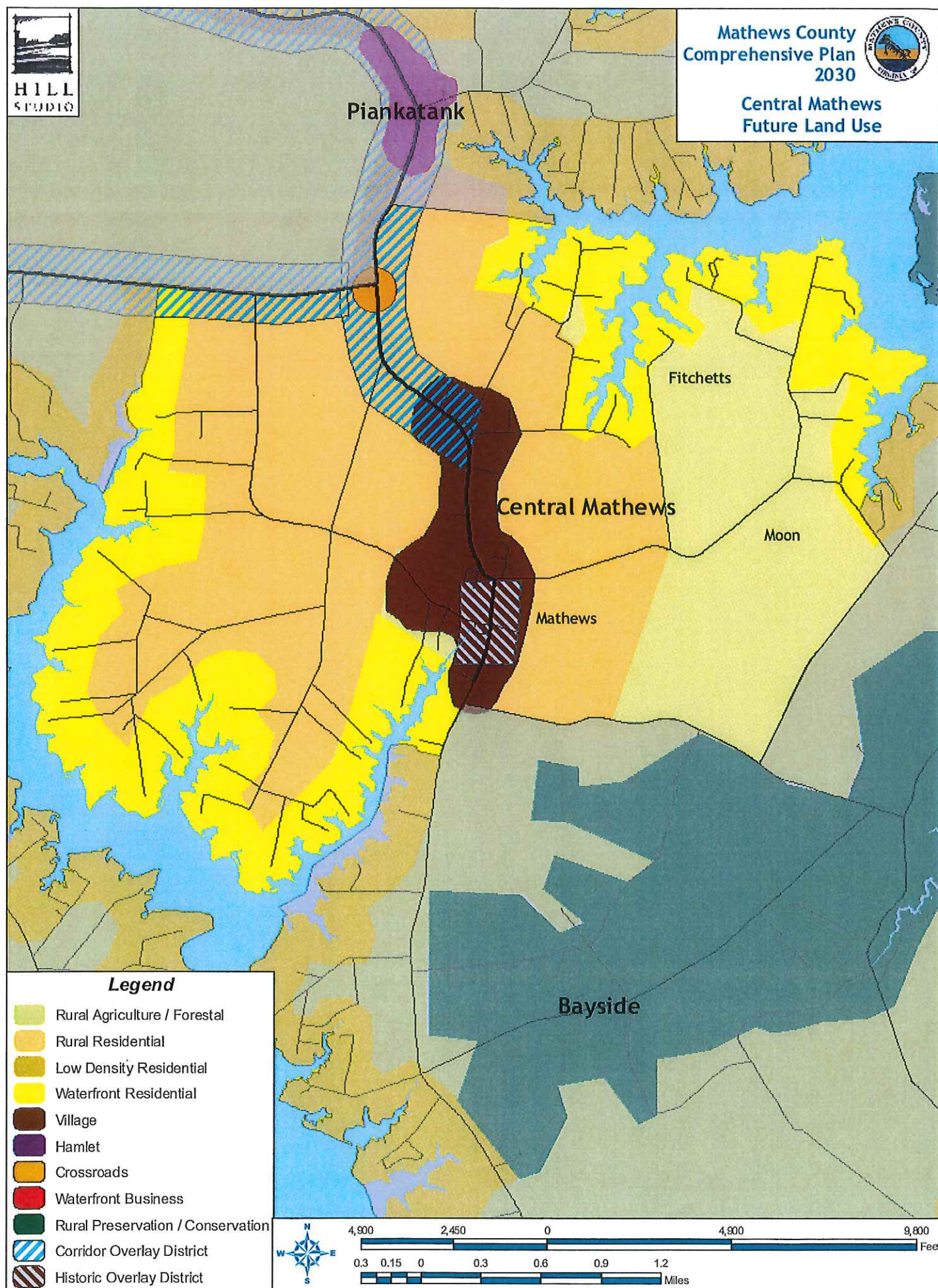
- **Village** - This land use category applies to the County historic commercial center, Mathews Court House. This compact development center consists of a core of mixed residential, commercial and community services that may include small businesses, upper-story residential, live/work units, and surrounding groupings of residential uses. Within the village there are a variety of residential types and densities ranging from single-family homes to small groups of dwelling units. The village exhibits an interconnected street network, sidewalks and landscaping. Buildings are positioned close to the street with parking on the street or in small, shared lots located to the side or rear of buildings.
- **Rural Residential** - This land use category include areas of the county that are still rural in character and exhibit very low-density residential uses. Typical land uses may include agriculture and residential uses with larger lots.
- **Waterfront Residential** - There are many environmental challenges associated with expanding development in these areas. New development should be conservative in terms of lot sizes, building types and locations, and shoreline and water access. New or expanded development on existing lots must recognize constraints relative to providing and maintaining safe wastewater treatment and water supply, as well as protecting water quality. Land uses may include single-family residential development and well-managed agriculture or open space. Building heights should be limited to an appropriate scale to maintain community character.
- **Corridor Overlay District** - The Corridor Overlay District could extend from historic Mathews Court House, along Main Street, Buckley Hall Road and John Clayton Memorial Highway corridors to Gloucester County. It could guide new development and enhance corridor entrances into historic Mathews Court House.
- **Historic Overlay District** - A Historic Overlay District is proposed for the historic Mathews Court House and surrounding Mathews Village. This district would provide design recommendations for building improvements and new building construction, as well as establish a process for reviewing building demolition.
- ~~**Floodplain Overlay District** - This district includes the floodway and 100-year floodplain. This will provide zoning regulation over land uses in the floodplain and improved ability to manage development patterns.~~



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Central Mathews
Future Land Use





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Community Development Policies and Strategies

Development Policies and Strategies for Central Mathews	
CENTRAL 1	<p>Historic Mathews Court House is the official County seat and the economic and governmental center of the County. Development within the village and along the corridors leading into the historic center should be carefully planned and managed to enhance business development and the visual qualities of the County.</p>
	<p>1. Develop and adopt <u>Consider adopting</u> a Corridor Overlay District for application to entrance corridors leading to the historic Mathews Court House. Develop <u>Consider</u> design guidelines for the corridor to assist property owners in understanding standards and addressing development requirements.</p>
	<p>2. Develop and adopt a Historic Overlay District for downtown Mathews. Develop design guidelines to assist property owners in understanding standards and addressing rehabilitation and new development requirements.</p>
	<p>3. Work with VDOT to ensure that future transportation planning for the entrance corridors includes landscaping and medians consistent with adopted design standards. Include pedestrian and bicycle accommodations where appropriate.</p>
CENTRAL 2	<p>The Village of Mathews is the business center of the county and is the most densely developed area of the County. Continued development of the village should be consistent with the vision for Mathews and maintain the special building context and qualities of the community.</p>
	<p>1. Update cost estimates for constructing the improvements identified in the water supply study for Mathews Court House. Coordinate with the regional water supply study. Implement recommended water improvements to the extent feasible. Solicit multiple partners and funding sources.</p>
	<p>2. Manage future increased traffic movements on entry corridors by exploring various traffic calming measures in lieu of a traffic signal. Ensure that designs retain the pedestrian scale of the community.</p>
	<p>3. <u>Amend land use planning tools to encourage and direct growth to areas of the district where public infrastructure exists or is planned.</u></p>



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Development Policies and Strategies for Central Mathews	
	4. Ensure that public facilities and new or expanded development in low-lying areas are protected from flooding.
	5. Encourage developers to develop <u>a diverse range of</u> age-restricted housing types in Mathews. Identify key properties that may work and pursue available funding sources, and partner with private for profit or non-profit developers for implementation. Ensure that the size and design of housing developments complement Mathews Village and are consistent with adopted design guidelines for new development.
	6. Implement expanded broadband services in Mathews Village and along entrance corridors. Pursue funding sources to assist in implementation.
CENTRAL 3	Mathews Village is a tourist destination. Special efforts should be undertaken to ensure that there are a variety of supporting businesses, services, facilities and events available to foster tourism.
	1. Pursue the development of recreational and event facilities at Put-In Creek.
	2. Market the artisan and cultural opportunities in Mathews, as well as the environmental activities and resources. Host regular artisan events in Mathews Village. <u>Promote the "Be Here" marketing/branding campaign.</u>
	3. Designate and sign bicycle routes in the County and link to downtown Mathews.
	4. Work with various organizations to promote a variety of walking, biking, boating and driving tours of the County. Start with Mathews Village and expand.
	5. <u>Work with the MPPDC and others to identify transportation planning projects that help to promote pedestrian and bicycle access throughout the village area</u>

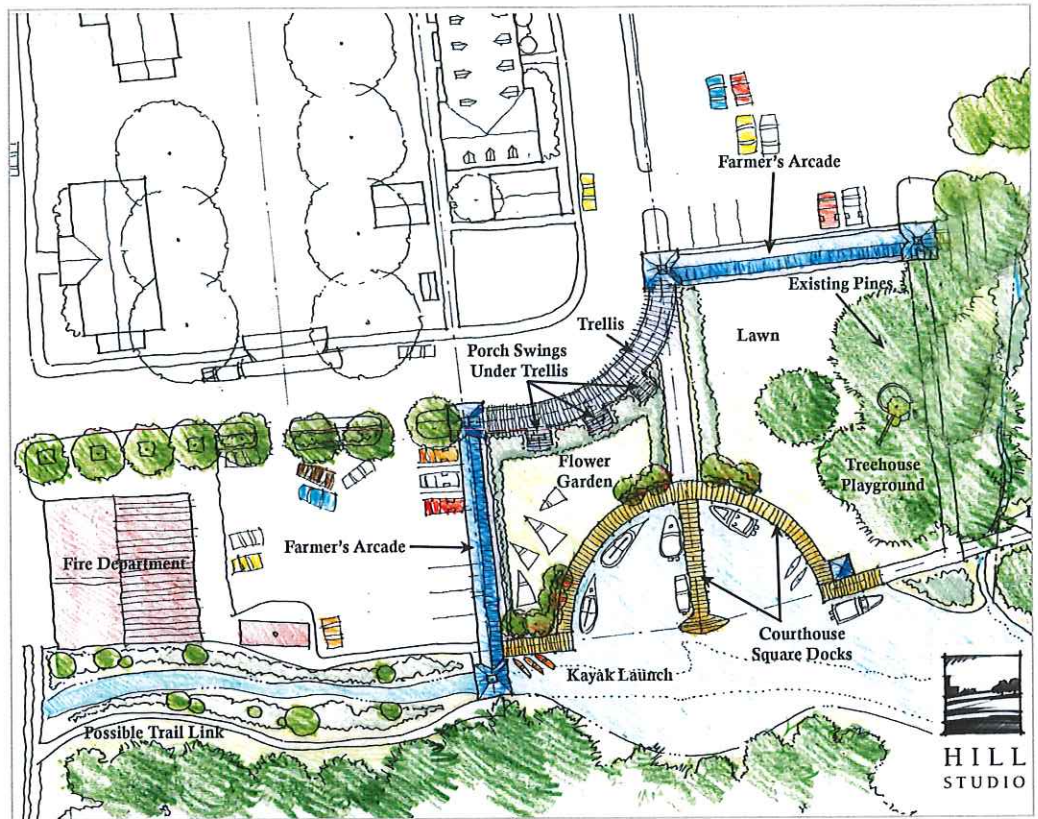


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Central Mathews: Special Action Projects

Put-In Creek Park

Closure of the County wastewater treatment plant near Put-In Creek offers an opportunity for redevelopment of the key property for recreation and tourism. The site can link downtown Mathews to the water and provide opportunities for many waterside activities.



The concept plans shown above and right show a kayak launch and dock area, arcade for an expanded farmer's or artisan market, outdoor pedestrian connection, activity lawn, tree house playground, and possible trail to connect to the schools.





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Downtown Housing

Downtown Mathews offers opportunities for residential uses above second-floor commercial uses. These can be very desirable and affordable for young professionals and for downtown workers. Live-work units are popular and can be good investments to boost artisan and business entrepreneurship.



*Example of upper-floor housing in
renovated downtown commercial building.*

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West Mathews

Community Overview

The West Mathews Planning Area lies to the south of John Clayton Memorial Highway (Route 14) and extends to waterfronts on the North River, East River and Mobjack Bay. Like its northern neighbor, West Mathews contains many large tracts of agricultural and forested lands. This district has numerous farms (produce and livestock) and several commercial landscaping operations. Most of the properties are in residential use and include early farm houses, more traditional single-family houses, and manufactured homes. The area includes the communities of North, Foster, Cardinal, and Bohannon which have become established as commercial crossroads.



West Mathews Farms and Community Landmarks





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The following maps provide a more detailed overview of the existing conditions and public facilities in West Mathews:

- Existing Land Use
- Public Facilities
- Development Constraints
- Chesapeake Bay Preservation Areas

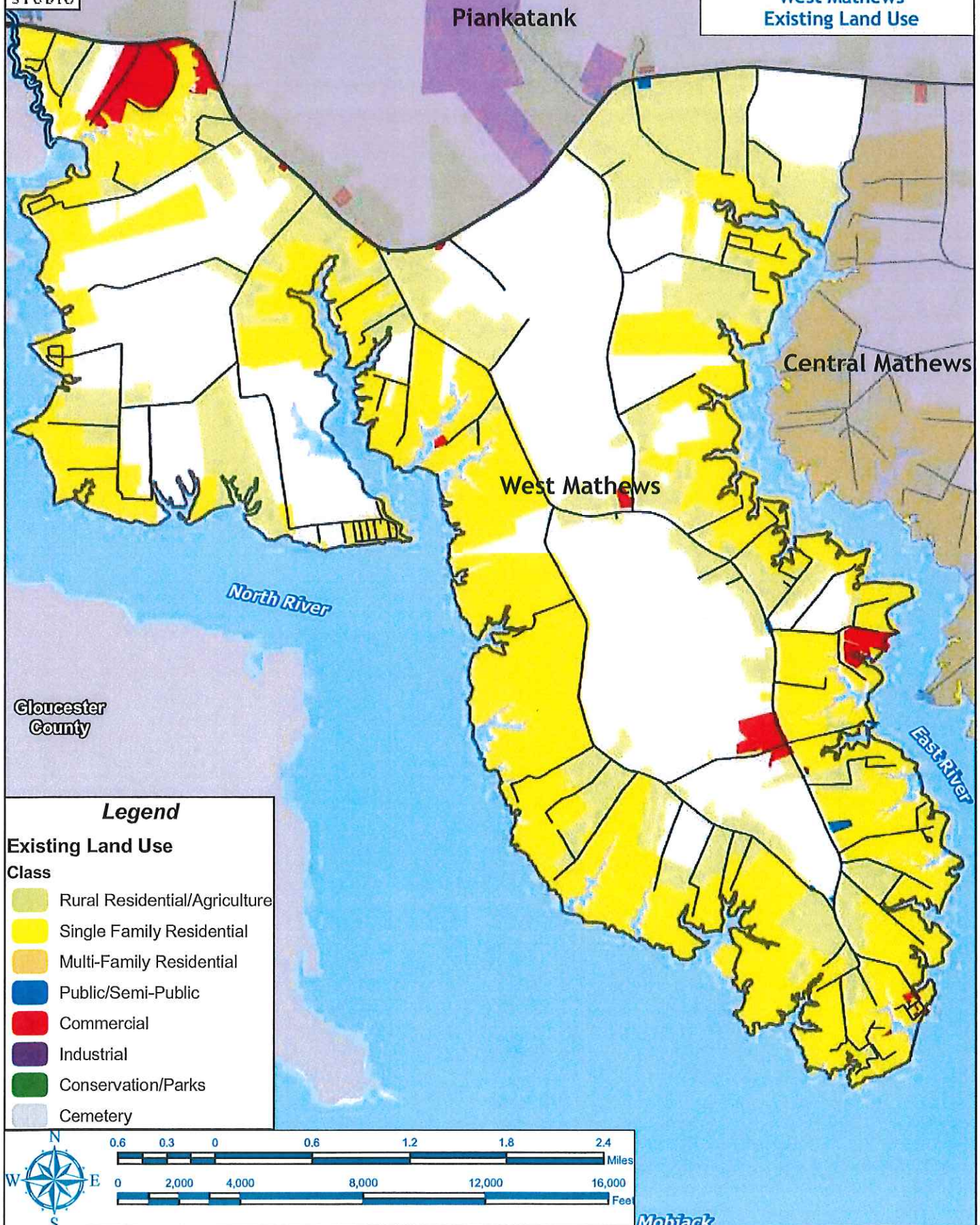
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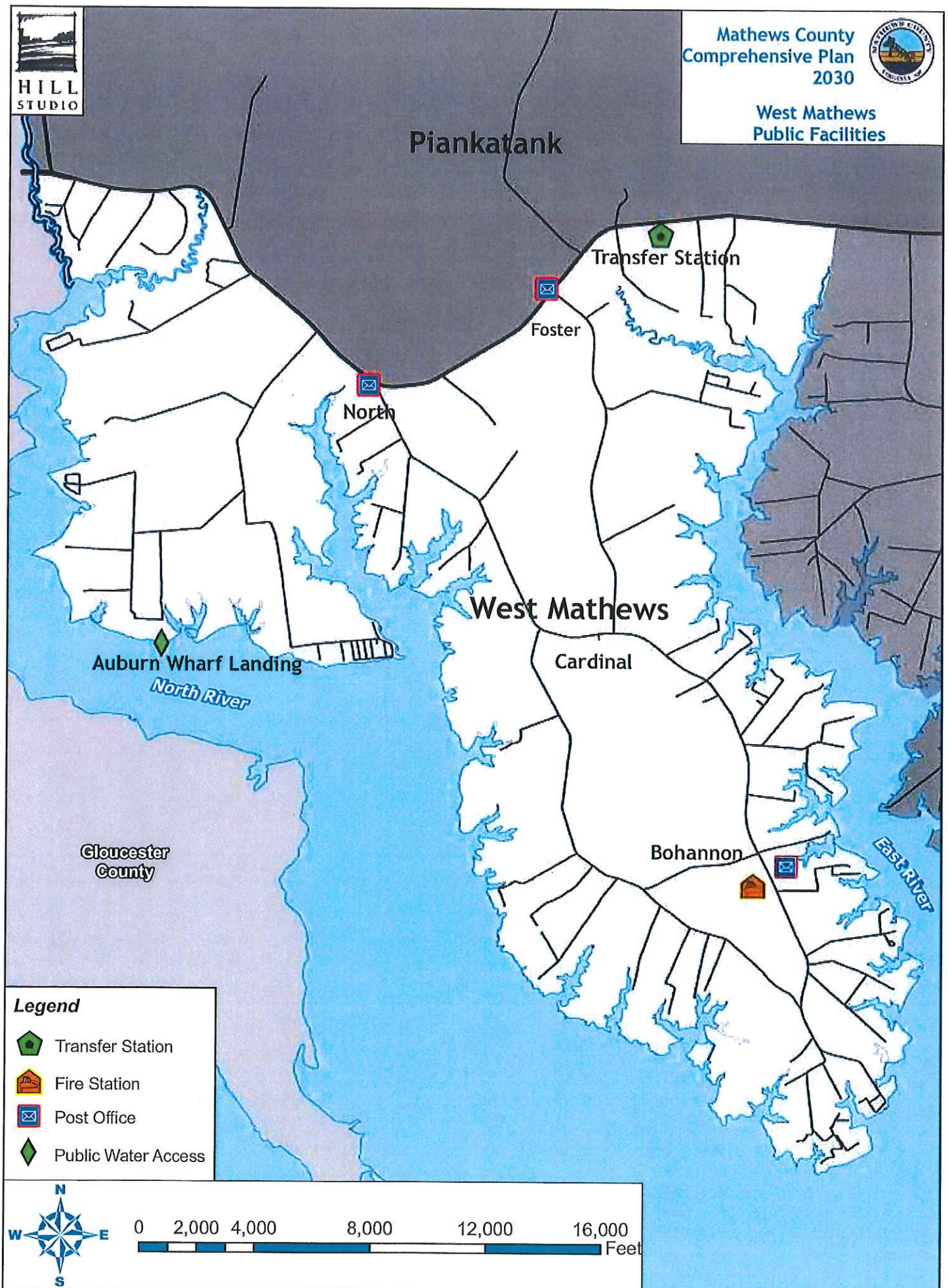


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West Mathews
Existing Land Use



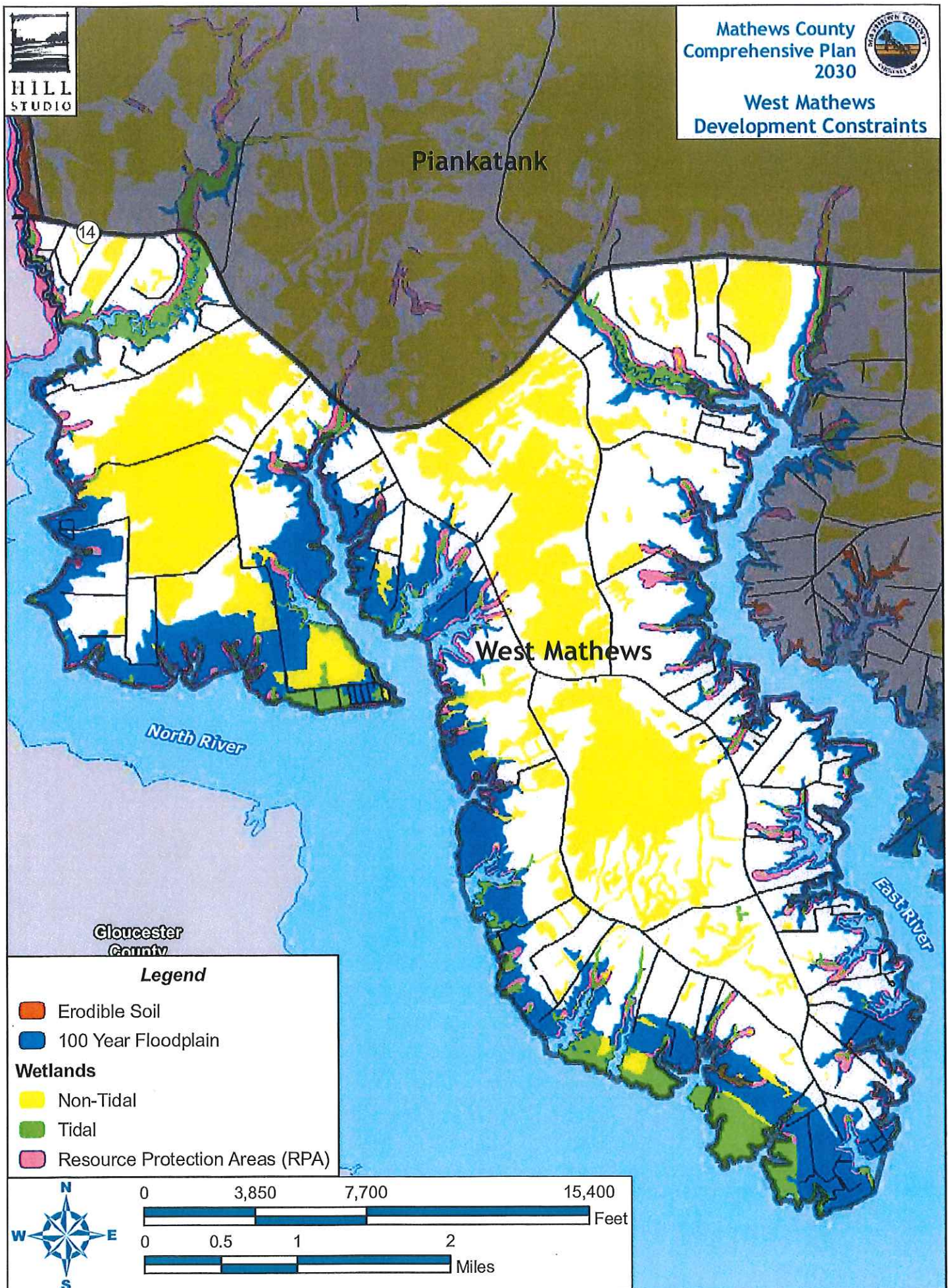


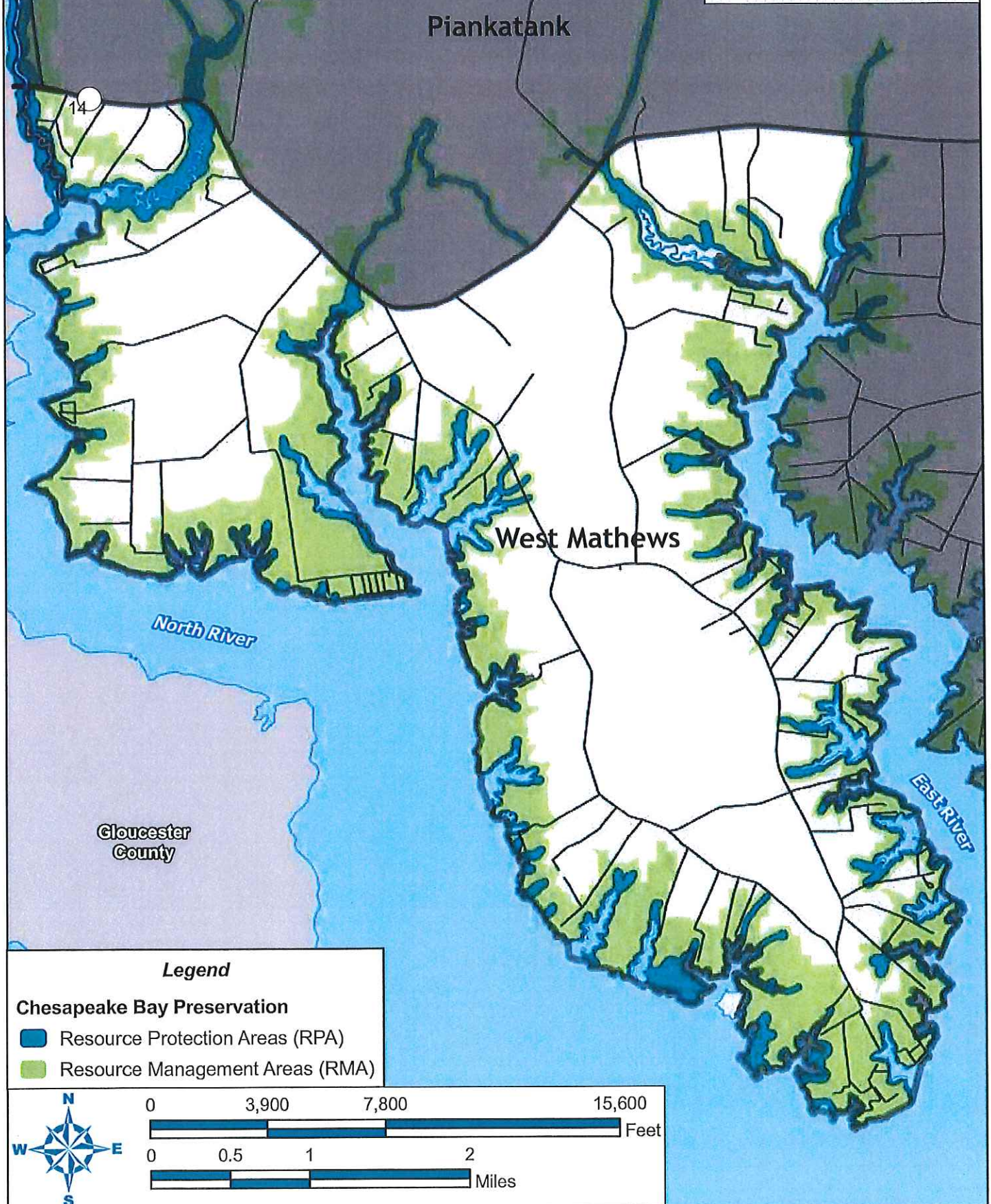
Legend

-  Transfer Station
-  Fire Station
-  Post Office
-  Public Water Access



0 2,000 4,000 8,000 12,000 16,000 Feet







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Community Opportunities and Challenges

Over the next 10-20 years, some of the opportunities and challenges for the West Mathews Planning Area include:

- The elevation of this part of the County is low; two-thirds of the district has an elevation of less than ten feet above sea level. Thus, there are many inland non-tidal wetlands and the perimeter of the district lies in the 100-year floodplain. The district is affected by storm surges and potentially affected by rising sea levels.
- The district's elevation and soils are not well suited for septic systems. There are failing systems in the district. This presents particular problems in the more densely populated waterfront manufactured home communities (i.e. North River).
- Although much of the West Mathews District has frontage on the water, and there are many marinas, there are few public access points in the District. The County has one public water access point on the North River (Auburn Wharf Landing); it recently purchased the East River Boat Yard property and plans to develop it for public recreation. Access to the property is somewhat challenging and may limit the amount of activity that can be accommodated.



West Mathews Future Land Use

The future land use map for the West Mathews Planning District is shown in greater detail on the following page. The recommended future land use categories are discussed in the preceding land use section of this plan; for the purposes of this section they are summarized below:

- **Rural Agriculture/Forestal** - This land use category is intended for large-tract agriculture and forests. Land uses may include agriculture, forests and accompanying very low density residential.
- **Waterfront Residential** - There are many environmental challenges associated with expanding development in these areas. New development should be conservative in terms of lot sizes, building types and locations, and shoreline and water access. New or expanded development on existing lots must recognize constraints relative to providing and maintaining safe wastewater treatment and water supply, as well as protecting water quality. Land uses may include single-family residential development and well-managed agriculture or open space. Building heights should be limited to an appropriate scale to maintain community character.
- **Waterfront Business** - This category is for important working waterfront businesses of Mathews County that are important to the long-term economy. Quality aquaculture requires wise management of shorelines and off-shore waters with promoted



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understanding of aquaculture operations, processing, and access.

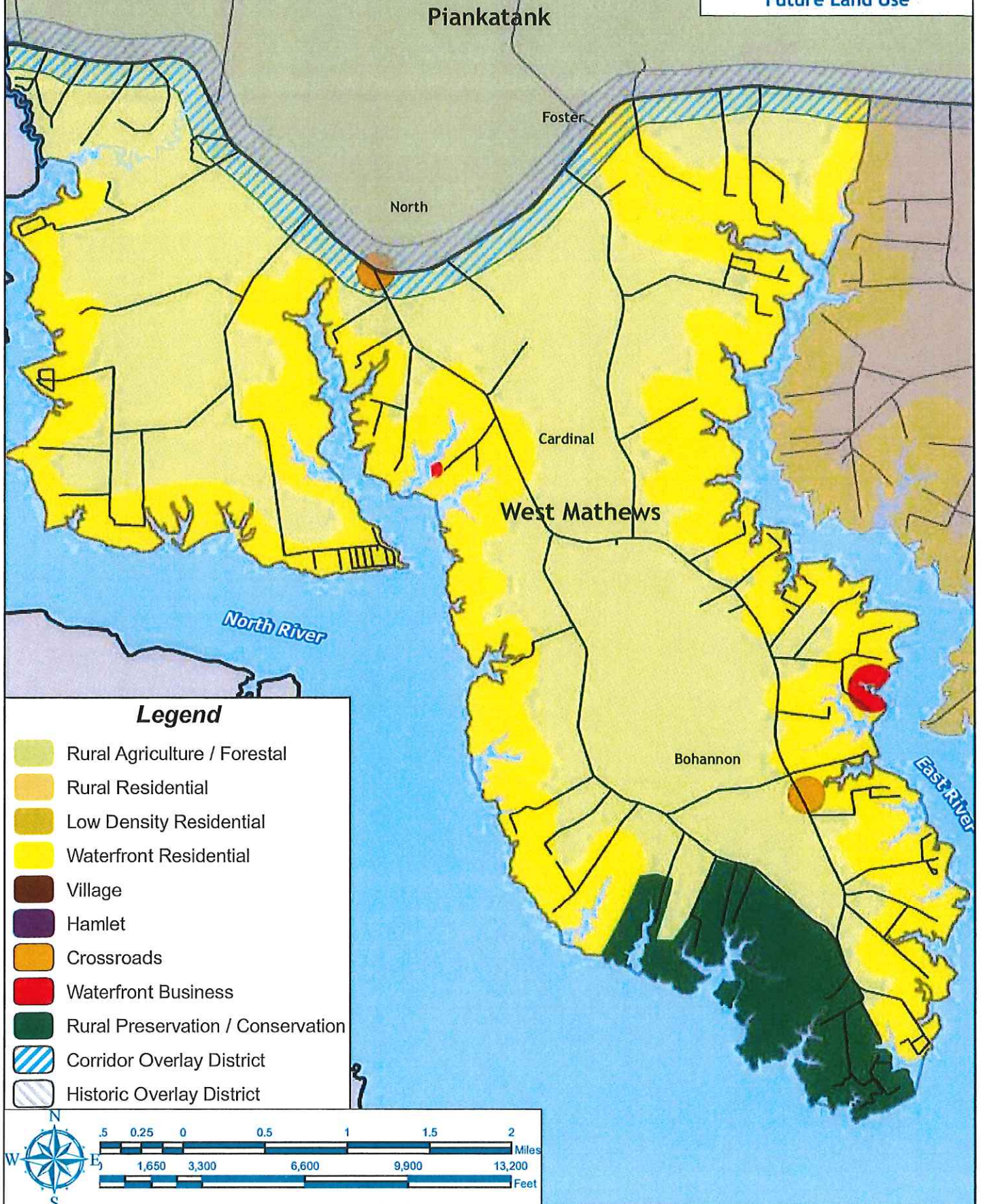
- **Crossroads Community** - Road intersections have developed as small crossroad business centers. In addition to the central village and hamlets, these areas serve local residents and provide small business opportunities or services at intersections of roads that frequently carry neighborhood traffic. Typical land uses could include a small convenience store, gas station, post office, café or small office.
- **Rural Preservation/Conservation** - Rural Preservation/Conservation areas include public open space, natural preserves, and areas that should have carefully managed development and be conserved because of special ecosystems or natural conditions. Appropriate land uses would include open space, passive recreation, low-intensity residential, and carefully managed agriculture, forestry or aquaculture.
- **Corridor Overlay District** - This district could follow the major entrance corridors into the County. It could provide development guidance for new development to enhance the entrances to the historic Mathews Court House.
- ~~**Floodplain Overlay District** - This district includes the floodway and 100-year floodplain. This will enable zoning regulation over land uses in the floodplain and increased ability to manage development patterns within the context of the adopted Comprehensive Plan.~~



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West Mathews
Future Land Use





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Community Development Policies and Strategies

Development Policies and Strategies for West Mathews	
WEST 1	The forests and open agricultural lands of West Mathews are unique natural assets to the County. The agrarian vistas and dense forests contribute greatly to the character of the County. It is important that these assets be actively managed and protected.
	1. Identify major land ownership patterns and work actively with the owners to conserve and manage land using best management practices.
	2. Amend the County Zoning Ordinance to increase lot sizes for rural agriculture and forested lands. Consider using agricultural and forestal districts to preserve the land for production.
	3. <u>Consider</u> a corridor overlay district to include Route 14 from the Gloucester County line to its intersection with Route 198 at Ward's Corner. Install gateway entrance signs to the County.
WEST 2	West Mathews is susceptible to storm surges and rising sea levels. Public education of risks and mitigation solutions is essential in order to raise awareness, reduce adverse effects and limit property damages. Expanded or new development should carefully consider these factors. Conservation and appropriate environmental solutions are preferred.
	1. Increase public awareness regarding the risks to property and life during storm surges and long-term risks related to possible sea level rise. When possible, discourage development in high-risk areas or encourage appropriate environmental solutions to reduce impacts. Develop and publish appropriate materials for public distribution.
	2. <u>Consider amending land use tools and implementing both regulatory and planning options to mitigate the potential impacts of recurrent flooding in the area.</u>
WEST 3	West Mathews has multiple environmental constraints for development. New or expanded development in the district should respect environmental factors, integrate low-impact development alternatives, and actively plan for any adverse effects. Existing development should be monitored regularly for faulty septic discharges or non-point sources of pollution.
	1. Ensure that new or expanded development appropriately addresses environmental constraints and protects water quality. Encourage design



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Development Policies and Strategies for West Mathews	
	solutions that will enhance the environment and protect resources and physical investment for the long-term.
	2. Pursue and support local and regional pump-out programs for septic systems in the County.
	3. Expand the Chesapeake Bay Resource Management Area.
WEST 4	Public access to the waterfront is a priority for the County. Increased public access to the waterfront should be provided in West Mathews.
	1. Pursue development of the East River Boat Yard property as a public access point in West Mathews. Develop a concept plan for the property and coordinate it with district residents. Solicit partners and applicable grant funds for implementation. Encourage small business, as well as recreational concepts.
	2. Continue to work closely with the Middle Peninsula Chesapeake Bay Public Access Authority and other public and private entities to provide more opportunities for public access to the water in this area.

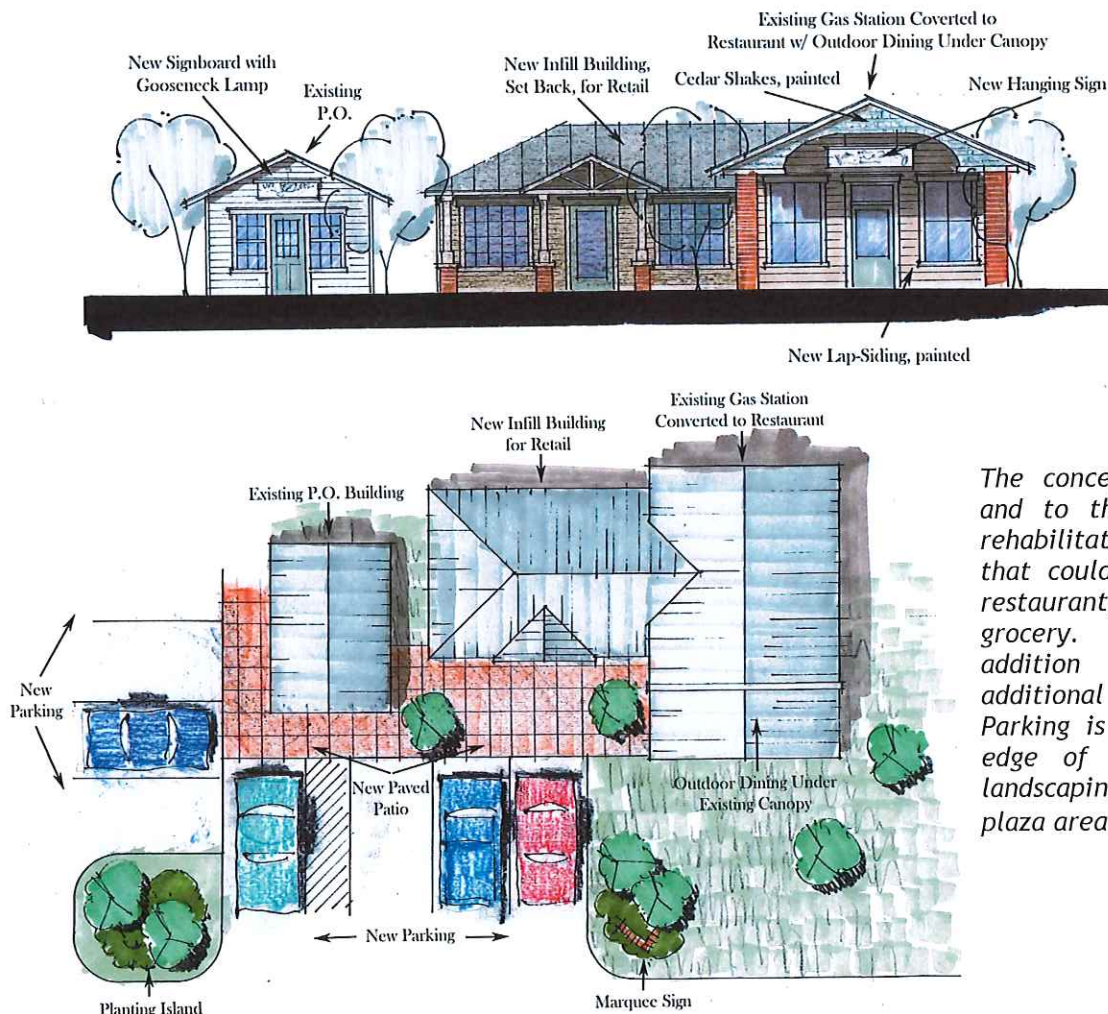


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West Mathews: Special Action Projects

Bohannon Revitalization Plan

Like many crossroads communities throughout Mathews County, Bohannon has an interesting collection of commercial buildings that could be revitalized to create a pedestrian-scale, small business and mixed-use center. This could be a model for other crossroads areas.



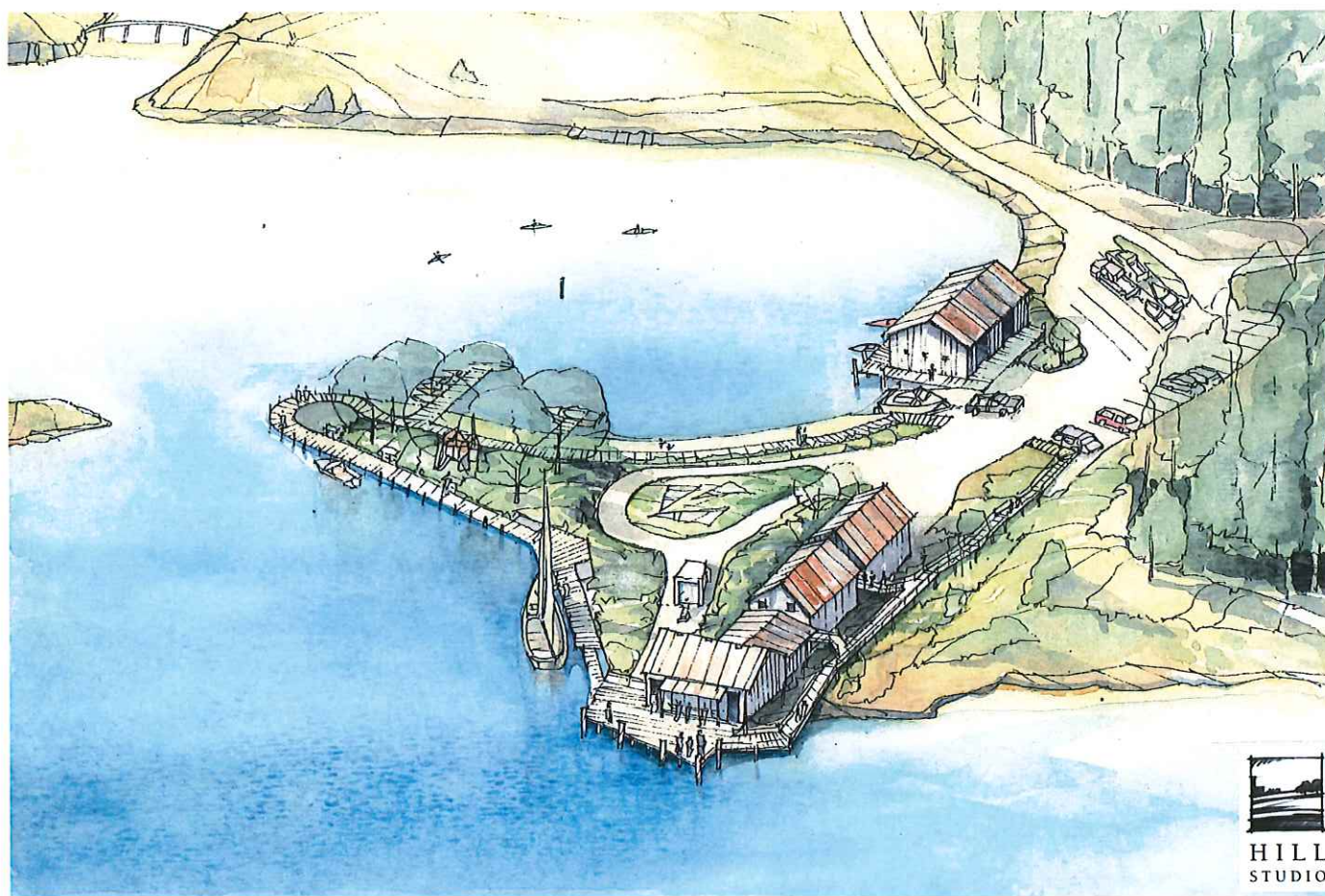
The concept plans above and to the left show a rehabilitated gas station that could house a small restaurant, deli or grocery. A new building addition could add additional retail space. Parking is defined at the edge of the road with landscaping and a common plaza area.



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East River Boat Yard - Public Access Landing

The East River Boat Yard provides an excellent opportunity to improve public access to the waterfront while encouraging local business. Currently, the County leases several of the existing buildings to local watermen for business purposes. The property has great potential for a variety of uses including public recreation and water access, aquaculture and education. The following illustrations provide concepts that could be considered for the property.

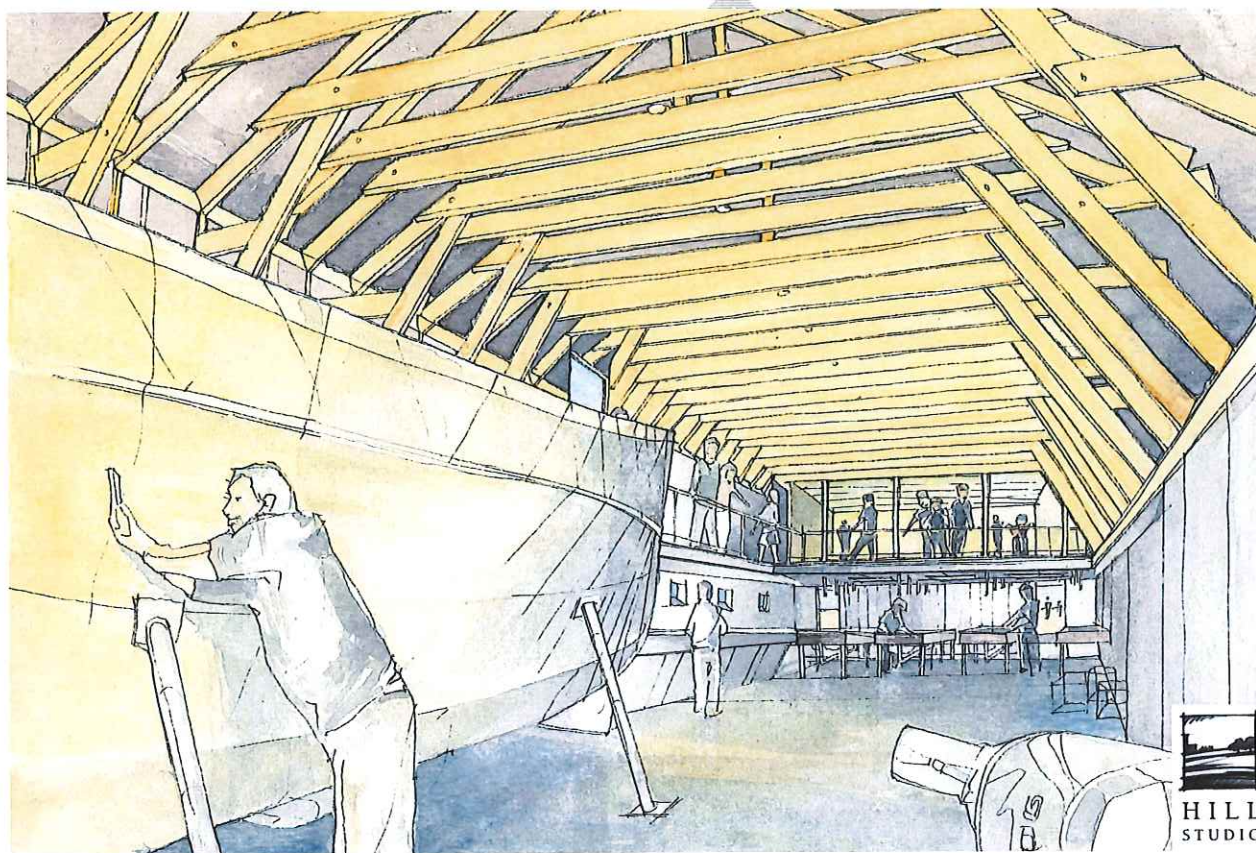




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One possible concept for the facility could use the primary building fronting on the East River as an active aquaculture operation and offer public viewing of crab shedding tanks and boat building. Exterior decks could provide views of the adjacent wetlands and East River





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Bayside

Community Overview

The Bayside Planning Area is appropriately named because of its proximity and orientation to the Chesapeake Bay. Generally, it can be described as being south of the Village of Mathews and Tabernacle Road. The shorelines within Bayside are extensive, incorporating numerous tidal creeks, inlets and harbors that are part of the Bay network.

Bayside contains some of the most frequently used public water access points for residents and visitors – Haven/Festival Beach, Bethel Beach Natural Area Preserve, Williams Wharf, and New Point Comfort Lighthouse and Observation Area. In addition, there are seven other public landings in the Bayside District; thus, the area hosts 11 of the 19 public water access points in the County. Bayside includes the several small communities that have become established over the years: Onemo, Sarah, Port Haywood, Susan, Peary, Shadow, New Point, and Bavon.



Residential Structures in Bayside.

Bayside Water Access Points – Haven/Festival Beach and Bethel Natural Preserve.





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Tidal Waterway and Wetlands in Bayside



Ocean Products



New Point Waterfront

New Point RV Resort

Port Haywood Business





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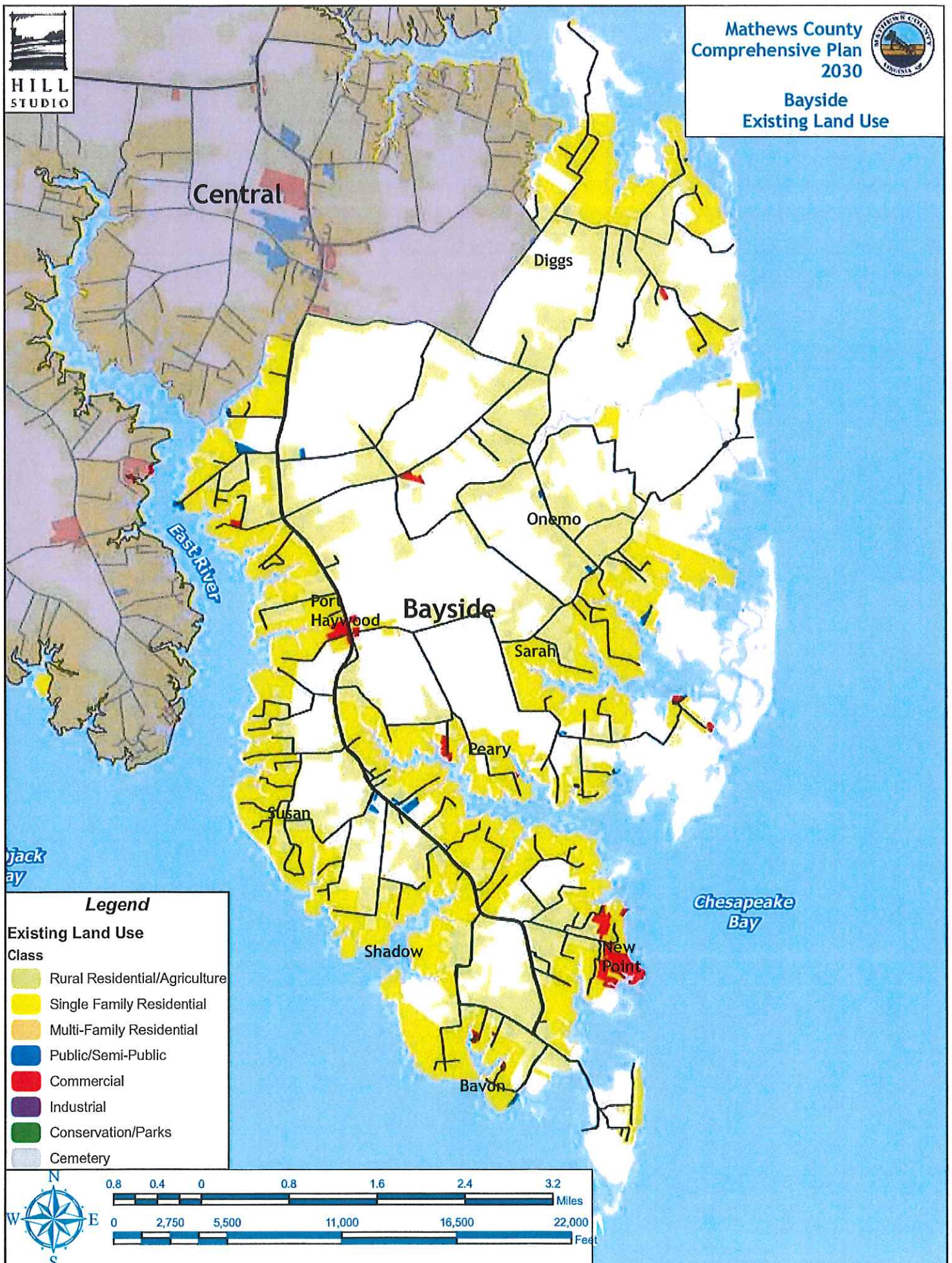
The following maps provide a more detailed overview of the existing conditions and public facilities in Bayside:

- Existing Land Use
- Public Facilities
- Development Constraints
- Chesapeake Bay Preservation Areas

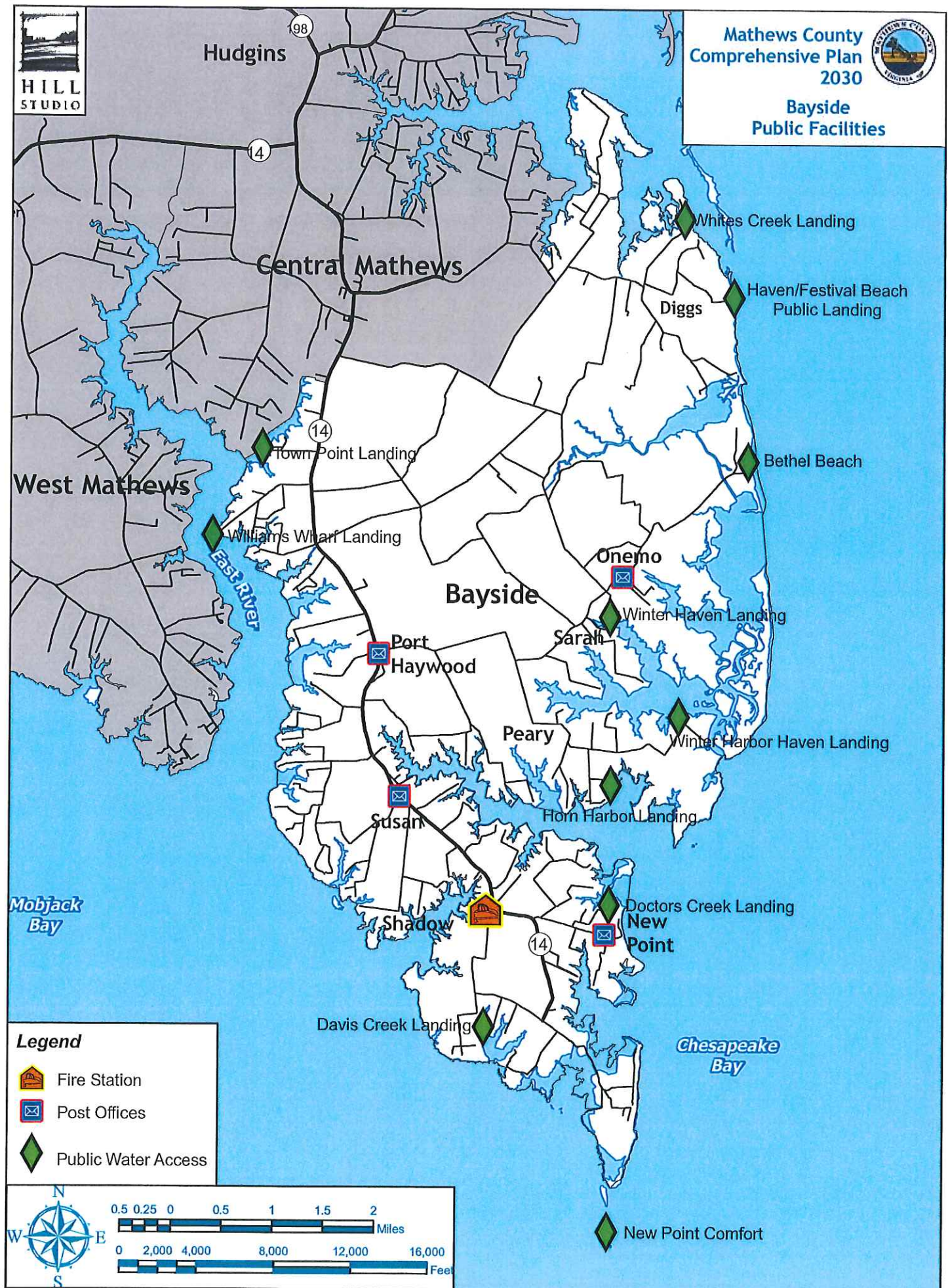
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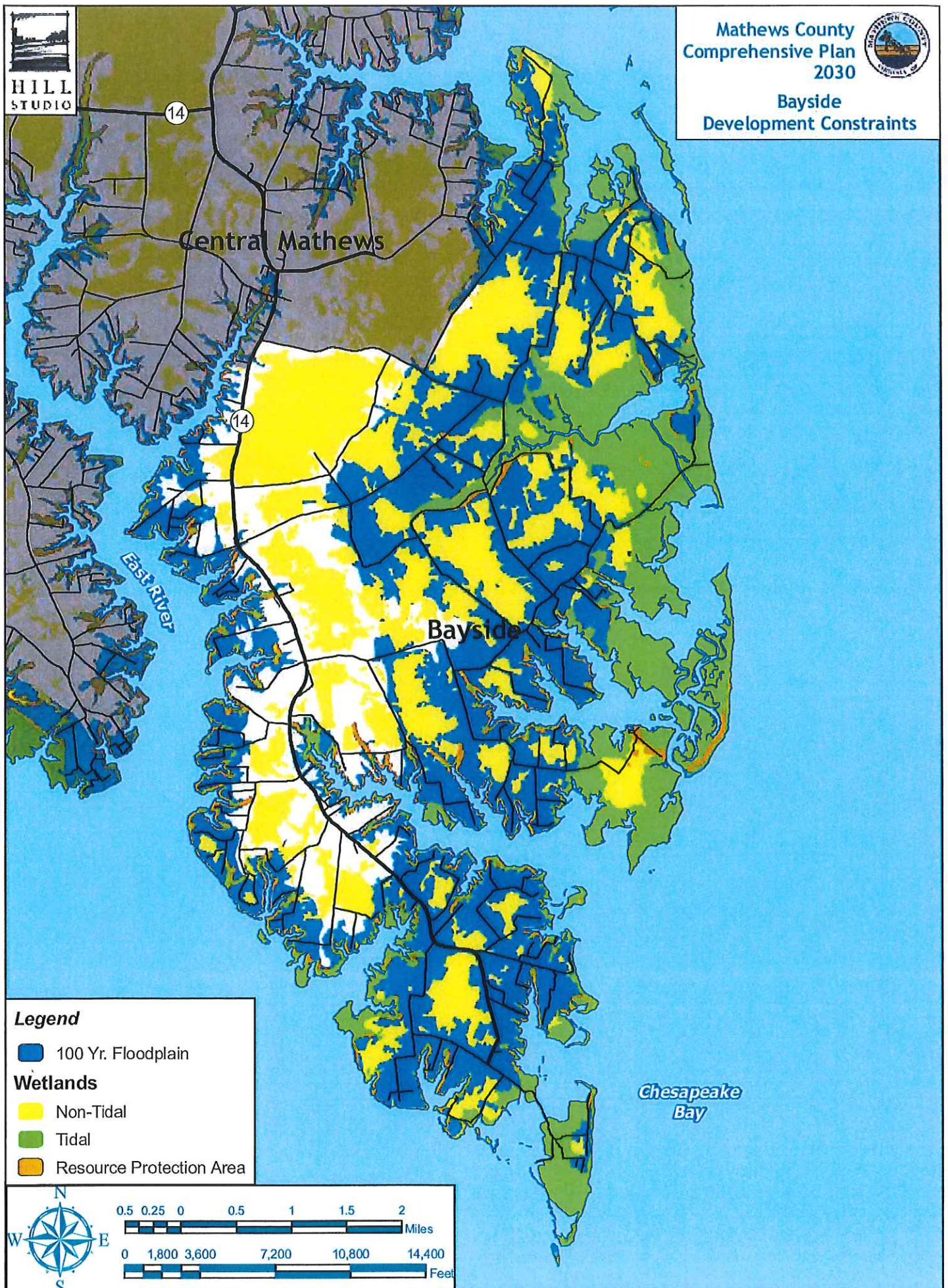


Bayside
Existing Land Use



Bayside Public Facilities



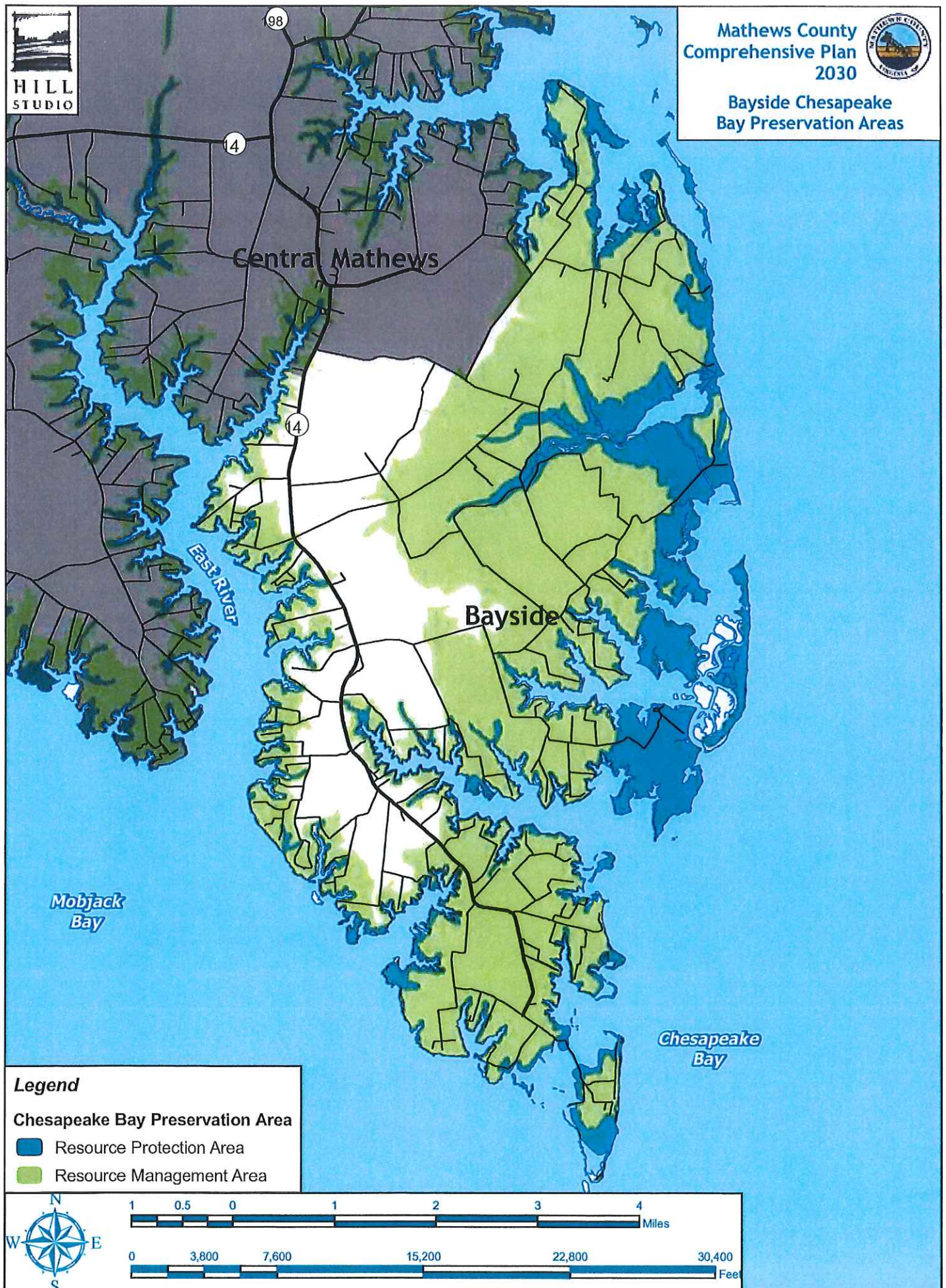




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Bayside Chesapeake
Bay Preservation Areas





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Community Opportunities and Challenges

Over the next 10-20 years, some of the opportunities and challenges for the Bayside Planning Area include:

- The proximity of Bayside to water and the low-lying elevation of the land present numerous challenges for development, particularly with respect to flooding, safe water supply, and waste disposal. These issues likely will become more significant in the future, particularly with potential rising sea levels and continued pressure for waterfront living.
- With potential rise in sea level in the future, mitigation of hazard impacts and loss of life and property are important issues that will require active leadership and response from both governmental officials and property owners. The natural environmental areas of Bayside provide important buffers, habitat and transitional ecosystems that protect inland areas and help to enhance water quality. Increased development can diminish these resources and increase the potential for increased flooding and pollution. In addition, this area of the County is most affected by storm surges and there is only one primary arterial (Route 14, New Point Comfort Highway) that provides an evacuation route.
- For existing development in Bayside, particularly that on the waterfront, the challenge for the future will be to stabilize investment to the extent possible and to do that in a manner that supports the environment and benefits Bayside and the County as a whole. Continuing education of property owners and officials regarding "living shoreline" techniques for shoreline stabilization will be very important to furthering the long-term goal of "living with the water". Furthermore, raising building elevations above the floodplain may not address many of the continuing challenges and may not be sensitive to residents' potential requirement to invest in public infrastructure.
- Bayside has played a significant role in the working waterfront heritage of Mathews County. The waterfront of Bayside offers opportunities for enhancing the economy of the County in a variety of ways: recreation, boating, fishing, tourism, and aquaculture. All of these can co-exist with careful planning and understanding of the goals and vision for the future. In particular, aquaculture may be the most beneficial to foster as it may prove to be economically productive for the County with extensive regional benefits.
- Port Haywood is centrally located in the district and could provide additional business services to residents of Bayside. If businesses are expanded, careful oversight is needed to ensure appropriate land uses and building and site development that complement the character of the area.



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Bayside Future Land Use

The future land use map for the Bayside Planning Area is shown in greater detail on the following page. The recommended future land use categories are discussed in the preceding land use section of this plan; for the purposes of this section they are summarized below:

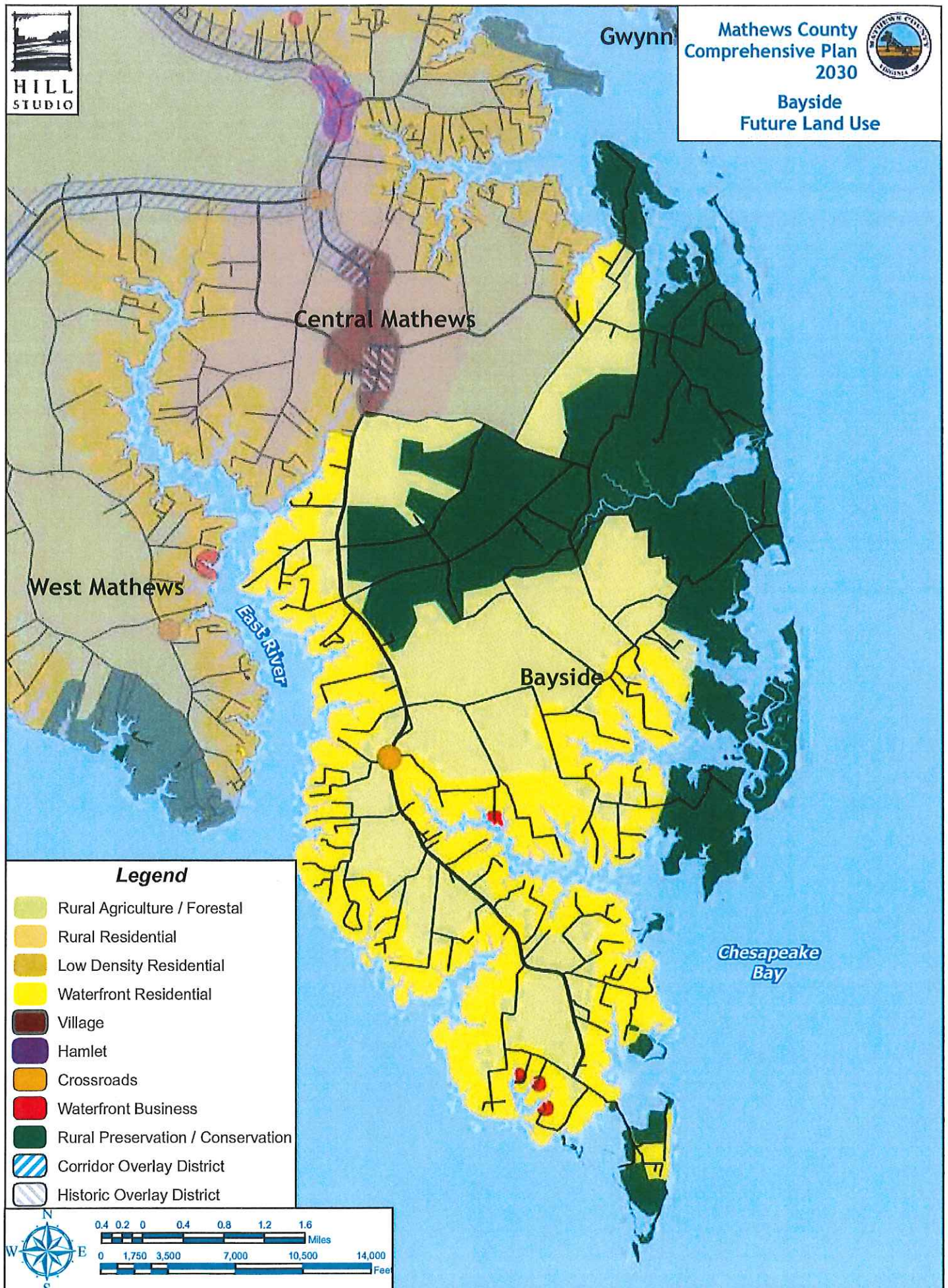
- **Rural Agriculture/Forestal** - This land use category is intended for large-tract agriculture and forests. Land uses may include agriculture, forests and accompanying very low density residential.
- **Waterfront Residential** - There are many environmental challenges associated with expanding development in these areas. New development should be conservative in terms of lot sizes, building types and locations, and shoreline and water access. New or expanded development on existing lots must recognize constraints relative to providing and maintaining safe wastewater treatment and water supply, as well as protecting water quality. Land uses may include single-family residential development and well-managed agriculture or open space. Building heights should be limited to an appropriate scale to maintain community character.
- **Waterfront Business** – This category is for working waterfront and eco-tourism businesses of Mathews County that are important to the long-term economy. Quality aquaculture requires wise management of shorelines and off-shore waters with promoted understanding of aquaculture operations, processing, and access.
- **Crossroads Community** - Road intersections have developed as small crossroad business centers. In addition to the central village and hamlets, these areas serve local residents and provide small business opportunities or services at intersections of roads that frequently carry neighborhood traffic. Typical land uses could include a small convenience store, gas station, post office, café or small office.
- **Rural Preservation/Conservation** - Rural Preservation/Conservation areas include public open space, natural preserves, and areas that should have carefully managed development and be conserved because of special ecosystems or natural conditions. These areas include dedicated conservation areas that are public set-asides for recreation and natural conservation. Other areas noted for preservation/conservation are areas likely to be influenced by storm surge or possible rising sea levels over the next twenty years. Appropriate land uses would include open space, passive recreation, low-intensity residential and carefully managed agriculture, forestry or aquaculture.
- ~~**Floodplain Overlay**—This district includes the floodway and 100-year floodplain. This will enable zoning regulation over land uses in the floodplain and increased ability to manage development patterns within the context of the adopted Comprehensive Plan.~~



Mathews County
Comprehensive Plan
2030



Bayside
Future Land Use





*V. Mathews County Community Plans:
Community Conditions, Opportunities, Policies and Strategies*

Community Development Policies and Strategies

Development Policies and Strategies for Bayside	
BAY 1	Bayside hosts some of the most significant environmental resources and natural vistas in Mathews County. Preservation and protection of this portion of the County is especially important to maintain the cherished character of Mathews County and to support its environmental quality. Conservation of important assets should be encouraged. Future development in Bayside should be carefully evaluated with respect to environmental impact.
	1. Actively pursue public education and outreach to waterfront property owners regarding environmental sensitivities and alternative practices (e.g., living shorelines, low-impact development, etc.) in order to promote protection and enhancement of valuable environmental resources.
	2. Expand the Chesapeake Bay Resource Management Area.
	3. Amend the Zoning Ordinance to reflect the community vision and future land use recommendations of this plan.
	4. <u>Consider amending land use tools and implementing both regulatory and planning options to mitigate the potential impacts of recurrent flooding in the area.</u>
BAY 2	Bayside is susceptible to storm surges. Public education of risks and mitigation solutions is essential in order to raise awareness, reduce adverse effects and limit property damages. Expanded or new development should carefully consider these factors. Conservation and appropriate environmental solutions are preferred.
	1. Increase public awareness regarding the risks to property and life during storm surges and long-term risks related to possible sea level rise. When possible, discourage development in high-risk areas or encourage appropriate environmental solutions to reduce impacts. Develop and publish appropriate materials for public distribution.
	2. Work with residents of Bayside to improve community response to storm hazards. Ensure that the County hazard mitigation plan is updated on a regular basis.
BAY 3	The waterfronts of Bayside host a diversity of economic businesses that serve the regional economy. Working waterfront businesses that enhance



**V. Mathews County Community Plans:
Community Conditions, Opportunities, Policies and Strategies**

Development Policies and Strategies for Bayside	
	the environment are especially important to County economy and should be preserved and promoted.
	1. Work with the Mathews Aquaculture/Working Waterfront Committee to Identify specific opportunities and properties for enhancing aquaculture. Collaborate with multiple agencies and coordinate with property owners and businesses to build understanding and consensus.
	2. Promote understanding among property owners of the multiple uses of waters and the waterfront, particularly with respect to the economic and environmental importance of sharing these important resources. Consider a regular newsletter or written publication to provide important information. Establish a business-citizens forum that can provide regular opportunities for discussion of conflicts or issues.

Bayside: Special Action Projects

Bike Route & Signage

The Bayside area provides wonderful opportunities for bicyclists. A signed bicycle route would assist visitors and link important community recreational facilities and landmarks.



Haven/Festival Beach Improvements

Haven/Festival Beach is used by many residents and visitors. Continued investment in the facility will provide expanded recreational benefits and assist in tourism efforts.





**VI. Mathews County Comprehensive Plan:
Implementing the Plan**

Implementing the Plan

2030 Vision for Mathews County

By 2030, Mathews County, with its 280 miles of waterfront, will be widely acknowledged as the Pearl of the Chesapeake and celebrated as a beautiful, vibrant County with a rich cultural, political and economic heritage. The County has become a model community that showcases its outstanding quality of life, unique natural resources, and successful environmentally-friendly development practices.

An effective comprehensive plan is one that is implemented and used on a daily basis by citizens and governmental officials in dealing with land development and public decisions. Implementation of the 2030 Comprehensive Plan will require a diversity of partners. County government will provide leadership and will be a primary player; however, local officials cannot undertake all the recommended action strategies. Participation of civic groups, business leaders, residents, and others will be needed to effectively achieve the vision established by this plan. Both public and private investment will be required. In addition, a variety of potential funding sources must be considered to assist County officials in improving public facilities and addressing complex issues.

An implementation matrix is provided as an appendix to this plan as a tool for County officials and citizens. This matrix is a summary of the development policies and action strategies discussed in this plan, as well as a summary of proposed priorities and participants responsible for implementation. The matrix can be used as a quick reference guide for programming work efforts and planning for capital improvements. It can also be used to develop a report card for monitoring implementation of the plan.

One of the first steps in implementing the plan will be to update County development regulations to reflect the long-term goals and recommendations of the comprehensive plan. In addition to these ordinances, other "special action projects" are recommended to move the community forward, engage residents, and show incremental progress in achieving the vision. Key action projects are discussed in the following section and in greater detail in the preceding sections. A composite map of the recommended implementation strategies follows the discussion.



*VI. Mathews County Comprehensive Plan:
Implementing the Plan*

2030 Implementation: Special Action Projects

Sanitary Sewer Transmission Force Main

The County and Hampton Roads Sanitation District ~~have initiated plans to implement~~ **completed** Phase I of a sanitary sewer transmission force main from Mathews Court House to Gloucester County **in 2011**. ~~Construction of Phase I was completed in 2011.~~ Phase II would add Gwynn's Island to the transmission force main sewer system. However, both timing and funding for implementation of Phase II have not been identified.

Entrance Corridor Overlay District & Design Guidelines

This overlay zoning district ~~would~~ **could** be aligned with the two entrance corridors leading to historic Mathews Court House. The corridor district could apply to new and expanded development along the corridors. ~~and would provide guidance for site and building development, landscaping, lighting, access management and signage.~~ Attractive entrance signs ~~would~~ **could** be placed at gateway entrances into the County.

Historic Overlay District Mathews Court House

An historic overlay district is proposed for Mathews Court House that could guide building improvements and site development in the downtown. ~~The district would be guided by adopted design standards for rehabilitation and new infill development.~~ Financial incentives could assist business owners in improving their properties in accordance with appropriate standards; these could include historic tax credits and special rehabilitation funds set aside to encourage development.

Floodplain Overlay District

~~A floodplain overlay district is proposed as an amendment to the zoning ordinance that would apply to the floodway and 100-year floodplain. This will provide increased oversight by planning and zoning officials for development proposed in the floodway or floodplain. In addition, land uses could be more stringently regulated by implementation of such a district.~~

Fort Nonsense

Restoration of the Civil War site at Fort Nonsense for an educational and tourist center ~~is proposed~~ **has been completed** at the intersection of Routes 3 and 14. This ~~can be~~ **serves as** an entrance corridor asset to Mathews County assisting in increased heritage tourism efforts.



**VI. Mathews County Comprehensive Plan:
Implementing the Plan**

East River Boatyard Public Access

Redevelopment of the East River Boatyard for recreation is proposed in West Mathews. This is an opportunity to address the need for increased public access in this part of the County. In addition, the facilities that may be located here can complement the other recreational assets in the County.

Put-In Creek Recreation & Public Space Venue

Redevelopment of the wastewater treatment site at Put-In Creek in downtown Mathews is proposed for recreation and performance venue a public gathering space along with the opportunity to expand the Farmer's Market. Access to the water can provide increased tourism opportunities for the County as well as improved recreational facilities.

Territorial Boundary Expansion for Aquaculture

~~The territorial borders of Mathews County extend beyond the land. Amending the County zoning regulations to include planning for areas over the water will assist in managing land use and development for aquaculture and improved water quality.~~

Conference Center Development/Redevelopment

The development or redevelopment of property for a conference center/hotel facility is identified as a potential revitalization project. This project could provide benefits to a specific planning area as well as the County as a whole.

Age-Restricted Housing Initiative

Age-restricted housing has been identified as a need by County residents and officials. Encouraging a developer for such a project in the Mathews Court House area is identified as a priority.

Housing Redevelopment

There are residential properties in the Bayside and West Mathews Planning Areas that have experienced challenges due to failing septic systems and increased storm surges. These areas should be targeted for redevelopment and structures elevated or acquired for relocation out of the floodplain using grant funds awarded to the County through FEMA's Hazard Mitigation Grant Program.

Cobbs Creek / Dixie Development Opportunities

With the construction of the sanitary sewer transmission force main there are increased opportunities for development in Cobbs Creek and the Dixie area. In particular, Dixie could capitalize on an opportunity for small-scale commercial development because of its connectivity to Gloucester and Middlesex Counties.



Middlesex
County

Mathews County
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Implementation Strategy
Map

